

Social Capital Sports Oriented and Workers' Participation in Tehran Newspaper

Shahram Alam

Department of Physical Education, Yadegar-e-Emam Khomeini Branch, Islamic Azad University, Tehran, Iran
shahramalam@yahoo.com

Abbas Gholizadeh

Commercial and Advertising Manager, Keyhan Printing Institute, Tehran, Iran
Gholizadeh_ab@yahoo.com

Abstract

This present study examined the role of social capital sport oriented on workers' participation in Tehran newspaper. Sport assumed as one of the principal factors in physical health that can be brilliant via difference items; furthermore, social-cultural is one of them. Besides, recognizing the main role of social-cultural on participation and also the motivation of workers is very necessary. On the other hand, lack of consideration to sport's supportive factors appears many worries. In the current study, the sample of study was concentrated on 400 workers in Tehran newspaper. The questionnaire has comprised two main parts for assessing demographic factors and social capital sport oriented were applied. The result revealed that social capital sport oriented has a meaningful relationship with workers' participation in physical exercises. As well, patterns champion determined as a key reason for sport amongst workers. Regarding the main role of sport in workers life, considering to the enhancing factors such as social capital is precious. By the way, the supervisors of workers should be established appropriate methods for workers' participation in sport; likewise, stimulate them in sports accomplishments.

Keyword: Physical activity, social capital, sport, and workers' participation

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Introduction

Sport assumed as a key factor in advancing human performance and also develops mental activities. In reality, the sport has a direct relationship with health and exhilaration that has been considered by different health institutions; and, they have been started several studies based on this productive activity. The sport as basic performance appears in diverse types amongst

individuals in all developed and developing countries (Squire, 2000). In fact, it looks at various cultures and social class. This physical activity is determined as one realistic thinking that ignored mentalistic thinking; in this regard, developing sports activity amongst daily life is social, emotional, and cognitive development (Fathi, 2004). One of the important segments of society are workers that their mental and physical health have a significant effect on work outcomes. Therefore, considering the worker's presence in sport and physical activities is very noticeable. Nowadays, the presence of workers is so brilliant in various sections in Iran, but as compared to other countries it is not a lot; and likewise, it is needed to determine accurate ways for increasing their participation in exercise and physical performance (Thompson, Allen, Cunningham-Sabo, Yazzie, Curtis, Davis, 2002). In this regard, Sanderson, Littleton, and Vonne Pulley (2002) argue that the cultural and social factors have a role in physical activity. Similarly, Vosoughi and Khosravinezhad (2009) found the role of cultural and social factors on football fans' reaction in Iran. They described that these factors have a considerable contribution to sports performance. In the same vein, Medina and Messias (2011) focused on cultural, social, and economic factors on physical activity among adolescents. Their study explained that all of these factors play a critical role in the physical movement. But still, the context about workers' participation in sports area remains remarkably insufficient. Social, cultural sport oriented is one of the vital factors that can attract attitude and presence of workers. This factor refers to the person (age, gender, marital status, etc.), family, friends, and also colleagues that motivate tendency of individuals for accurate managing his or her body and physical activity. In truth, this culture can be caused by motivation among individuals in choosing sport oriented lifestyle. In this style sports activity determined as a primary requirement; and persuades individual for doing exercise in during a day (Coakley & White, 1992). Family, friends, colleagues, and also workplaces have a noticeable role in sports activity; likewise, they can provide an appropriate basis for social, cultural sport oriented. In effect, this social-cultural included social support, social class, and patterns champion (Moienoldini & Sanatkah, 2013).

Social Cultural Sport Oriented

The social, cultural sport oriented is one of the leading motivators in sports-oriented lifestyle. In this regard, the importance of social factors in sports is so substantial, and it cannot be ignored. Furthermore, the sports cannot be separate from social attitudes in society. These social attitudes appear based on different societies. Regarding different views, facilities and social and economic conditions can determine sport levels activities in society. The presence of facilities emphasized the role of sport and physical activities and determined them at a high level (Coakley & White, 1992). Social and family support have a significant impact on the tendency of an individual to exercise and a better understanding of his or her identity. Social attitude and supports that derived from different parts of society can be effective in directing the individual in sports activities; as well, they create a motivational state (Moflehi & Ghahreman Tabrizi, 2008).

Therefore, in the present study focused on workers' participation in a physical exercise based on social-cultural sport oriented; since ever, has not been done any scientific research about this topic in Tehran newspaper in Iran. Consequently, the current study is conducted to fill in the actual literature gap.

Method

Overview

In the current study applied quantitative approach for the research objective and determines the association between investigation variables (social capital sport oriented and workers' participation). As well, the study used the cross-sectional design and focused on a sample at one point in time.

Participants

The sample size of the present investigation was determined based on Cochran's sample size formula. Concerning to this formula has been studied 400 workers who worked in newspaper offices in Tehran, Iran.

Measurement

The questionnaire of this study comprised two parts 1) demographic (age, economic status, work experience, etc.), and 2) social capital sport oriented (social support, social class, and patterns champion) that was developed by the researcher. The questionnaire involved 29 items and measures used 5-point Likert scale (5=completely agree to 1=completely disagree). The Cronbach's alpha for these items was .76 sufficient revealing reliability (alphas > .70). Also, the questionnaire follows the role of Skewness ($-3 < Sk < +3$), and Kurtosis ($-10 < Kr < +10$). For measuring the worker participation in physical exercises, the researchers selected those who are exercises regularly in the specific gym club that their name has been registered.

Data Analysis

This study has been applied descriptive statistics and t-test for analyzing the data via SPSS version 20 statistical software.

Result

Table 1 displays descriptive statistic of social capital sport oriented and its dimension. In this Table demonstrates the social capital sport oriented in overall with a mean value of 3.79 ($SD=0.460$). Besides, patterns champion with a mean value of 4.38 ($SD=0.751$) has the highest mean among dimension of social capital sport oriented, while social support with an average value of 3.89 ($SD=0.841$) and social class with mean value of 3.11 ($SD=0.584$) have the lowest mean among social capital sport oriented dimension.

Table 1

Descriptive Statistic of Social Capital Sports Oriented and Its Dimension (N=400)

Variable	M	SD
Social capital sport oriented	3.79	0.460
Social Support	3.89	0.841
Social Class	3.11	0.584
Pattern Champion	4.38	0.751

M=Mean/SD=Standard Deviation

Table 2 shows the descriptive statistic of the dimension' social support, social class, and pattern champion. In this Table reveals the patterns champion's dimension: tendency with a mean value of 4.38 ($SD=0.760$) and goal with a mean value of 4.38 ($SD=0.832$) have highest mean among another dimension. In addition, social support's dimension: family support with a mean value of 3.96 ($SD=0.961$) and friend support with a mean value of 3.82 ($SD=1.148$), and social class's dimension: negative view of population with mean value of 3.40 ($SD=1.063$) and positive view of population with a mean value of 2.82 ($SD=1.071$) have the lowest mean among social capital sport oriented dimension.

Table 2

Descriptive Statistic of Dimension' Social Support, Social Class, and Pattern Champion (N=400)

Variable	M	SD
Social Support		
Family Support	3.96	0.961
Friend Support	3.82	1.148
Social Class		
Positive view of population	2.82	1.071
Negative view of population	3.40	1.063
Patterns Champion		
Tendency	4.38	0.760
Goal	4.38	0.832

M=Mean/SD=Standard Deviation

Table 3 illustrates the social capital sport oriented $t(399) = 17.864$, $p = .001$, social support $(399) = 10.975$, $p = .001$, social class $(399) = 10.986$, $p = .05$, and patterns champion $t(399) = 19.051$, $p = .001$. In addition, Cohen's effect size ($d = 0.50$) recommended a moderate significance. Therefore, the results exposed that there is a significant difference between social capital sport oriented' dimension and workers' participation. Likewise, the social capital sport oriented plays a considerable role in motivating workers' participation in physical exercises. Furthermore, the patterns champion similarly determined as the main reason for sport and physical exercise amongst workers.

Table 3

The Results of Social Capital Sports Oriented and its Dimension on Workers' participation based on a t-test (N=400)

Variable	t	df	p
Social Capital Sport Oriented	17.864	399	0.001
Social Support	10.975	399	0.05
Social Class	10.986	399	0.001
Patterns Champion	19.051	399	0.001

Discussion

Based on the results of the study and the role of social capital sport oriented, it shows that patterns champion as one of the main dimension, has an imperative role in workers' perception and performance; in fact, this issue motivates individuals for attending in sports activities. In addition, the patterns champion as one effective factor in sports area has high mean value in social capital sport oriented. In reality, this result shows specific goal for those who want to do exercise and likewise increases their interests toward sport; so that, it can be an imperative element in the orientation of athletes' desires. In another word, the pattern champion in a population of workers' participation in Tehran Newspaper it was valuable; also, it illustrates the high level of their tendency and the specific goal toward sports activity.

On the other hand, social class as another factor that plays main role in sport range which depends on attitude of individuals toward sport and activities (this factor formed based on various items in society and also private life); and, social support likewise should be appeared by the society, government (specifically via Ministry of Sport) , friend and family support. These two factors (social class and social support) do not have high mean value as compared with patterns champion based on workers' approach. It means that tendency and goals of the population of workers' participation in Tehran Newspaper play an effective role as compared with attitude, friends support and family support. Also, the outcomes verified the social capital sport oriented, and its dimension (patterns champion, social class, and social support) have a meaningful association with workers' performance and activity.

Social capital sport oriented has a substantial role in activity and effective present of workers at the workplace. There are some studies that focused just on this fact, but based on them the researchers of the current study endeavor to obtain usable results. The consequences are in parallel with Coakley and White (1992) who concentrated on physical activity and explicated this factor improves role the workers at the workplace; also, it can play as noticeable motivator amongst workers, but they did not focus on details of effective factors and just explain about physical activity as overall. Moflehi and Ghahreman Tabrizi (2008) likewise emphasized on the role of family support and society toward physical exercise that increases the level of individuals at the workplace.

Conclusion

The primary goal of the present study was to examine the role of social-cultural sport oriented on workers' participation. The results illustrated how social-cultural and workers' participation has a significant association. Also, examine the patterns of a champion as a primary factor that motivates workers. The vital role of sports in workers' life is considering meaningful to this factor. The results of this study were parallel with Seabra, Mendonc, Thomis, Peters, and Maia (2007), that emphasized on the role of social-cultural and necessity of sport.

Based on the results, it suggested that the supervisors more considered to requirements the workers; also, determined accurate ways for workers' participation in sports activities; and offered additional exercise facilities at the workplace. Additionally, regarding the present study, the researchers suggested for the future studies focused on different populations, and also various workplaces. In sum, with this paper, we hoped to have contributed to a better understanding of the ways in physical activities and focused more on the role of society and government support.

Some limitations need to be considered to make better information on how future studies can be upgraded and extended. First, this study just focused on specific population and location; in this regard, recommended future studies considered to all workers that work in all newspaper offices in Tehran. Secondly, the present study examined all range of age as overall. Furthermore, it is suggested that subsequent investigations compared different groups of age and explained the view of each group toward sports activities.

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